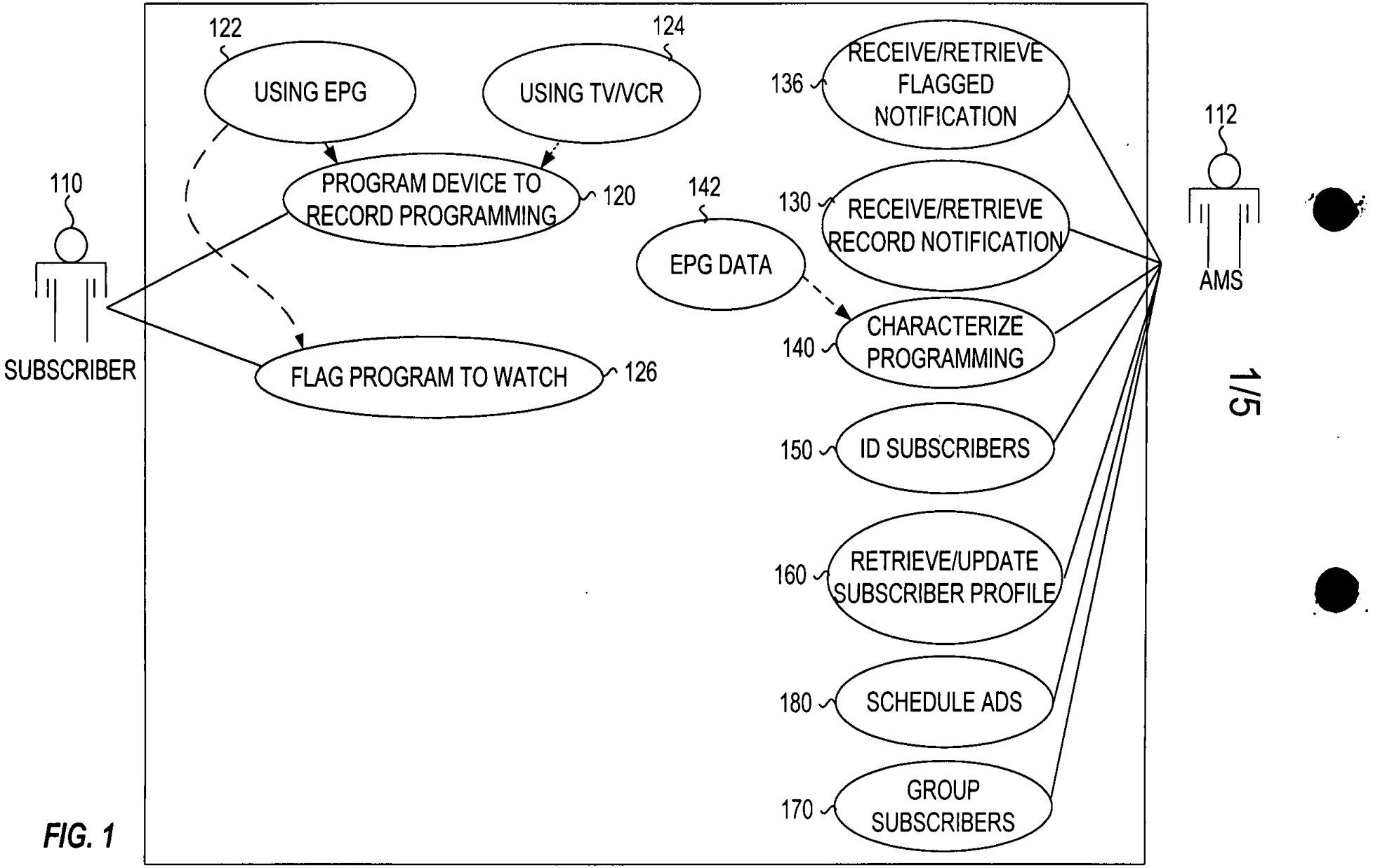
122
USING EPG
124
USING TV/VCR
PROGRAM DEVICE TO RECORD PROGRAMMING
120
110
SUBSCRIBER
FLAG PROGRAM TO WATCH
126
142
EPG DATA
136
RECEIVE/RETRIEVE FLAGGED NOTIFICATION
130
RECEIVE/RETRIEVE RECORD NOTIFICATION
140
CHARACTERIZE PROGRAMMING
150
ID SUBSCRIBERS
160
RETRIEVE/UPDATE SUBSCRIBER PROFILE
180
SCHEDULE ADS
170
GROUP SUBSCRIBERS
112
AMS

FIG. 1

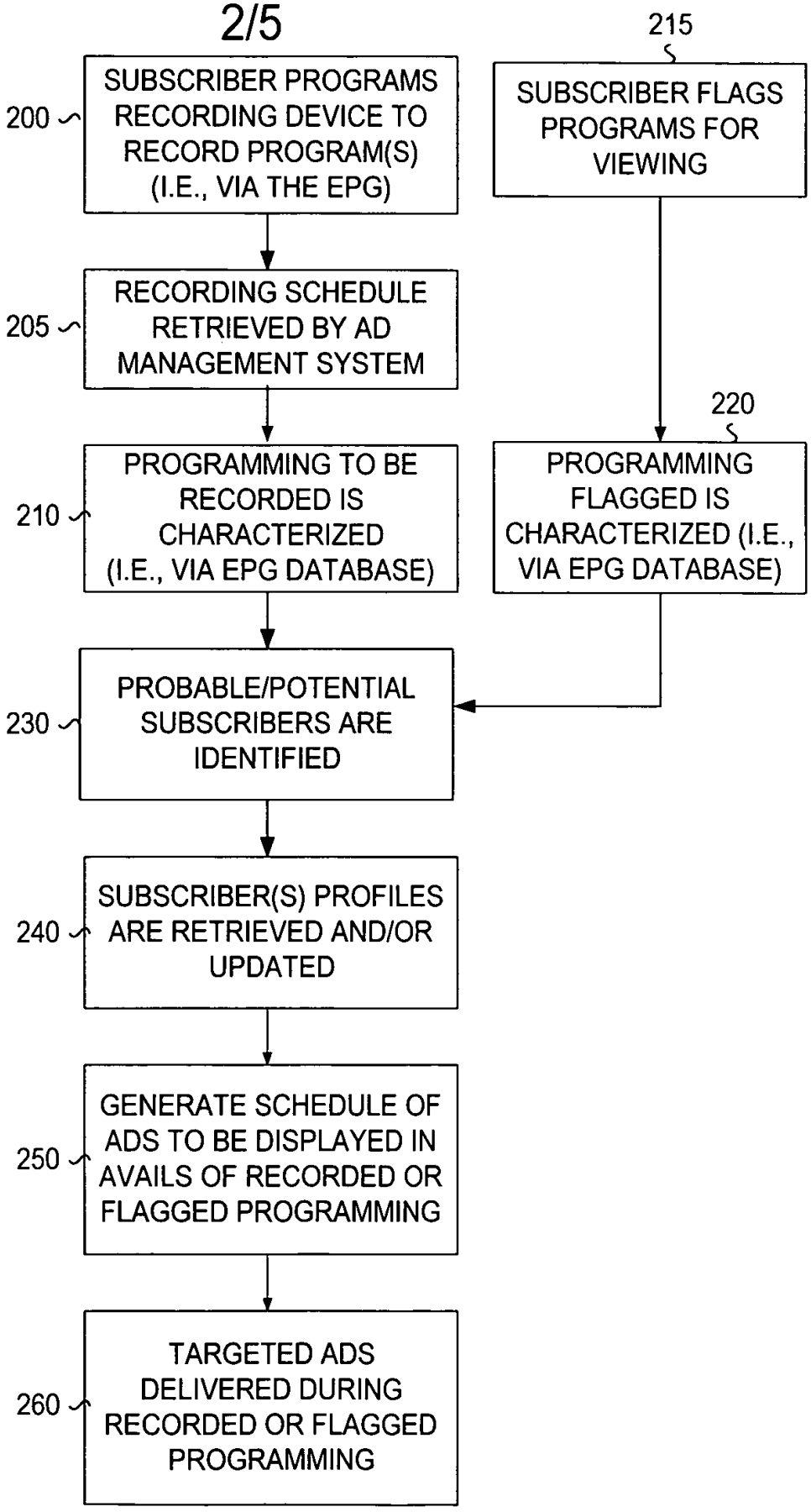
200
SUBSCRIBER PROGRAMS RECORDING DEVICE TO RECORD PROGRAM(S) (I.E., VIA THE EPG)
205
RECORDING SCHEDULE RETRIEVED BY AD MANAGEMENT SYSTEM
210
PROGRAMMING TO BE RECORDED IS CHARACTERIZED (I.E., VIA EPG DATABASE)
215
SUBSCRIBER FLAGS PROGRAMS FOR VIEWING
220
PROGRAMMING FLAGGED IS CHARACTERIZED (I.E., VIA EPG DATABASE)
230
PROBABLE/POTENTIAL SUBSCRIBERS ARE IDENTIFIED
240
SUBSCRIBER(S) PROFILES ARE RETRIEVED AND/OR UPDATED
250
GENERATE SCHEDULE OF ADS TO BE DISPLAYED IN AVAILS OF RECORDED OR FLAGGED PROGRAMMING
260
TARGETED ADS DELIVERED DURING RECORDED OR FLAGGED PROGRAMMING

FIG. 2

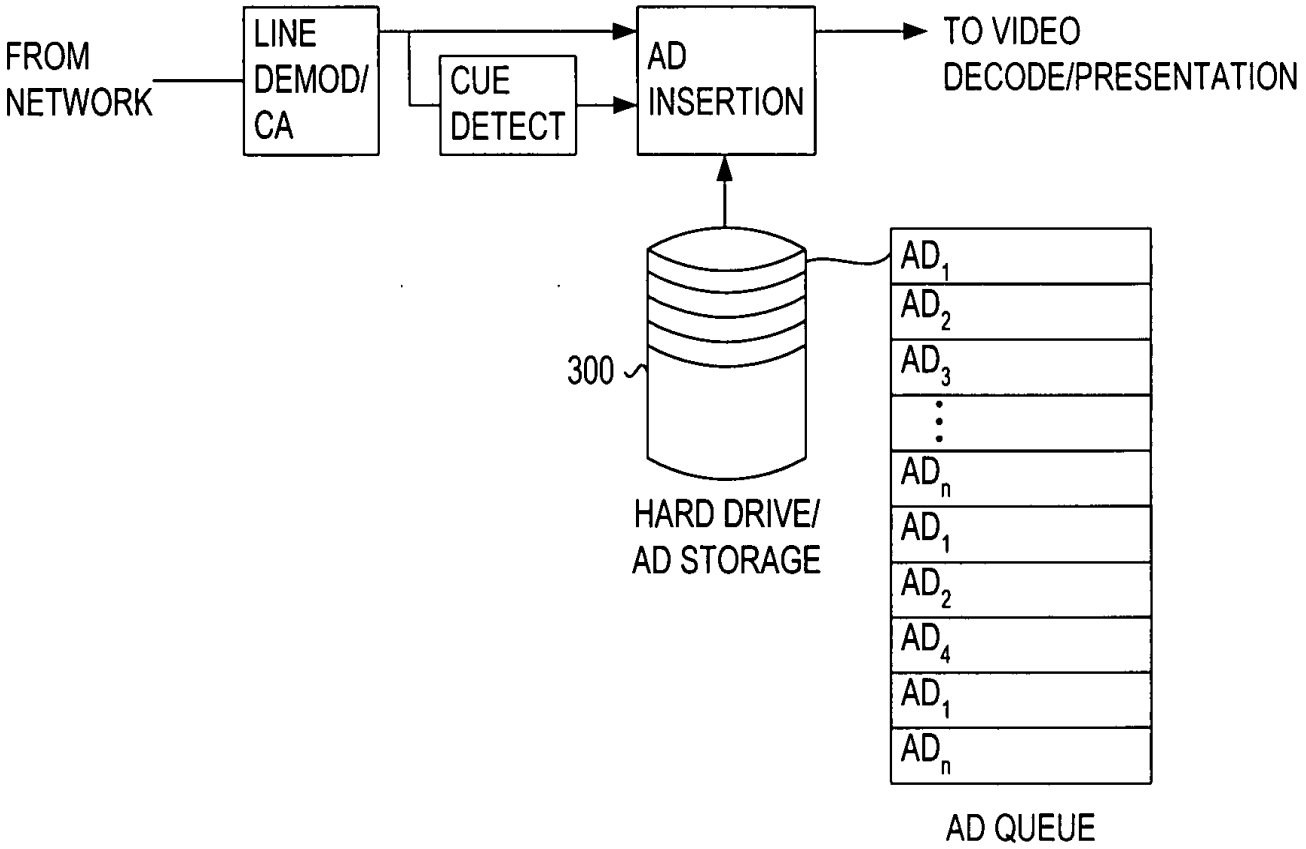

FIG. 3
SET-TOP AD INSERTION

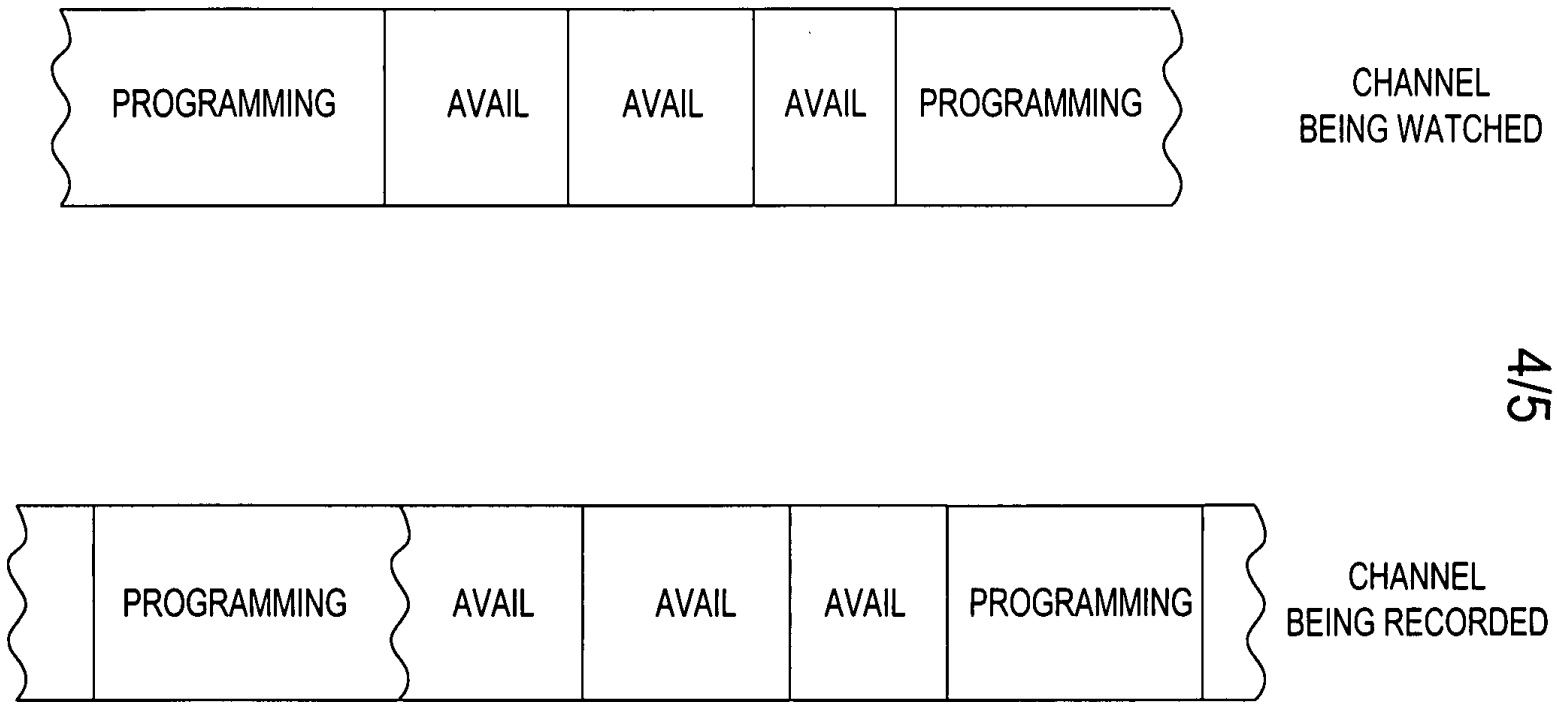
PROGRAMMING
AVAIL
AVAIL
AVAIL
PROGRAMMING
CHANNEL BEING WATCHED
PROGRAMMING
AVAIL
AVAIL
AVAIL
PROGRAMMING
CHANNEL BEING RECORDED

FIG. 4

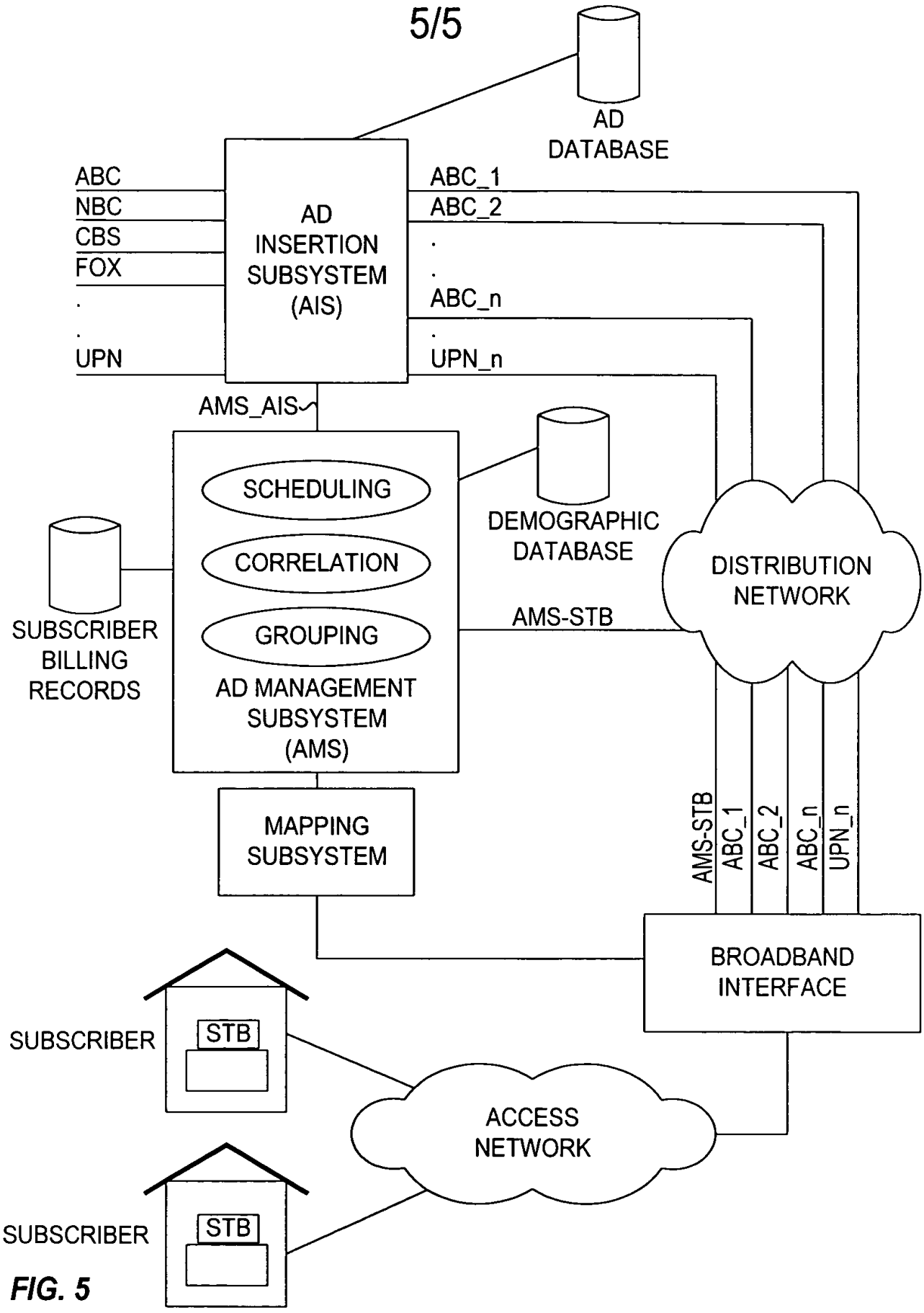
AD DATABASE
ABC
NBC
CBS
FOX
UPN
AD INSERTION SUBSYSTEM (AIS)
ABC_1
ABC_2
ABC_n
UPN_n
AMS_AIS
SCHEDULING
CORRELATION
GROUPING
AD MANAGEMENT SUBSYSTEM (AMS)
DEMOGRAPHIC DATABASE
SUBSCRIBER BILLING RECORDS
AMS-STB
DISTRIBUTION NETWORK
MAPPING SUBSYSTEM
AMS-STB
ABC_1
ABC_2
ABC_n
UPN_n
BROADBAND INTERFACE
SUBSCRIBER
STB
ACCESS NETWORK
SUBSCRIBER
STB

FIG. 5